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(71) Applicant: AT&T IPM Corp.  
Coral Gables, Florida 33134 (US)

(72) Inventors:  
• Penzias, Arno Allan  
Chatham, New Jersey 07928 (US)

• Wellner, Pierre David  
Middletown, New Jersey 07748 (US)  
• Tuomenoksa, Mark Logan  
Shrewsbury, New Jersey 07702 (US)

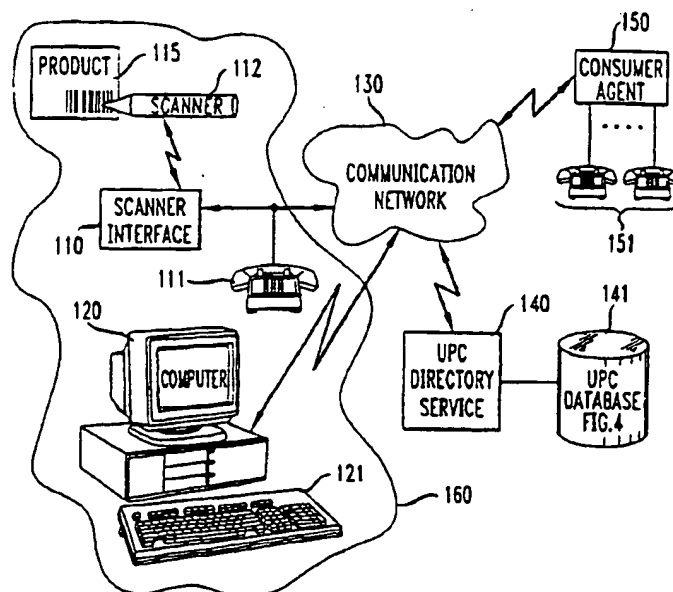
(74) Representative:  
Buckley, Christopher Simon Thirsk  
Lucent Technologies (UK) Ltd,  
5 Mornington Road  
Woodford Green, Essex IG8 0TU (GB)

(54) **Apparatus for and method of utilizing product identifier codes to establish communication connections**

(57) Apparatus for and method of establishing a communication connection to enable a customer or user at a first location to establish a connection to a predefined second network address (e.g., an 800 telephone

number) and thereafter enter a product identifier code which is converted to a third network address of an agent which is used to establish a connection between the user and the agent.

FIG. 1



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## EUROPEAN SEARCH REPORT

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DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
Y,D	US 4 947 028 A (GOROG JONATHAN M) 7 August 1990 * abstract * * claim 1 * * figure 1 * * column 1, line 44 - column 2, line 47 * ---	1-8, 11-16	H04M3/42 H04Q3/00
Y	WO 89 00793 A (AMERICAN TELEPHONE & TELEGRAPH) 26 January 1989 * abstract; figures 1-6 * * page 1, line 25 - page 2, line 26 * * claims 9-11,19 * ---	1-8, 11-16	
E	WO 97 01137 A (SOLAR COMMUNICATIONS INC) 9 January 1997 * abstract * * figures 1,8 * * page 5, line 12 - line 33 * * page 8, line 12 - line 21 * * page 8, line 31 - page 9, line 3 * * page 9, line 10 - line 32 * * page 12, line 16 - line 33 * * page 14, line 11 - line 25 * * page 15, line 20 - line 32 * * page 16, line 30 - page 17, line 2 * * page 17, line 15 - line 25 * * page 19, line 1 - line 37 * * page 21, line 34 - page 22, line 6 * * claim 1 * ---	1-7,9-16	TECHNICAL FIELDS SEARCHED (Int.Cl.6)  H04M G06F H04Q
A	EP 0 645 728 A (SYMBOL TECHNOLOGIES INC) 29 March 1995 * figures 3,,48,6 * * column 2, line 52 - column 3, line 35 * --- -/--	1-16	
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 16 April 1997	Examiner Megalou, M
<p><b>CATEGORY OF CITED DOCUMENTS</b></p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date U : document cited in the application L : document cited for other reasons A : member of the same patent family, corresponding document</p>			

EPO FORM 150 (11/97) (P01C01)



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# EUROPEAN SEARCH REPORT

Application Number  
EP 96 30 3309

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A	EP 0 465 011 A (HEWLETT PACKARD CO) 8 January 1992 ---		
A	US 5 398 336 A (TANTRY SUBHASH B ET AL) 14 March 1995 -----		
			TECHNICAL FIELDS SEARCHED (Int.Cl.6)
The present search report has been drawn up for all claims			
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